



REQUEST FOR EXPRESSIONS OF INTEREST (EOI) EOI NO: KTB/EOI/001/2020-2021

EXPRESSION OF INTEREST FOR THE COMMERCIAL BRAND LICENSING OF THE MAGICAL KENYA BRAND BY COMPANIES OR ORGANISATIONS IN PARTNERSHIP WITH KENYA TOURISM BOARD.

Kenya Tourism Board (KTB) is a State Corporation under the Legal Notice No. 14 and is now enshrined in the Tourism Act No. 28 of 2011 and is charged with the statutory mandate of promoting and marketing Kenya as a tourist destination locally and internationally.

KTB therefore wishes to engage partners interested in licensing the use of the 'Magical Kenya' brand name. The partner(s) should demonstrate product relevance to KTB's mandate, and submit a financial and implementation proposal for the same.

The Kenya Tourism Board (KTB) now invites interested eligible Partners to express their interest on the above assignment. Interested Partners must meet the following minimum criteria: -

1. Demonstrate company's experience in production, marketing and distribution of branded merchandise.
2. Licensing Proposal (product fit, geographical scope, consumer metrics, distribution, projected annual sales)
3. Operational Plan
4. Financial Proposal (revenue share and projections)
5. Implementation Monitoring and Evaluation Proposal
6. Value addition (Include comments and suggestion to optimize the licensing agreement, and added value offered to enhance qualitative and quantitative impact of the partnership)

Shortlisted firms will be communicated to immediately after completion of the EOI Exercise by the Entity.

Completed expression of Interest documents in plain sealed envelopes clearly marked on top with the name of this consultancy should be addressed to:-

Chief Executive Officer
Kenya Tourism Board
P. O. Box 30630
NAIROBI (00100)
Tel : 2711262

And **MUST** be deposited in the Tender Box at the **7th floor, Kenya Re Towers, Ragati Road Upper Hill Nairobi** so as to be received on or before **8th April , 2021 at 12.00 Noon.**